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NEW JERSEY COLLEGES:



Clinton Hall on North Clinton Ave., Trenton, acquired in 1937, has classrooms at full capacity. It is three blocks from the main or administration building (below) at 430 East State St., erected for the college in 1919, by which time it had trained 50,000 graduates.



GARDEN STATE'S 'NEWEST' COLLEGE

Last Year's Accreditation Boosts Rider's Standing as a Specialist in the Field of Business Administration, a Subject Which Has Department Status in Many Colleges

By **JOHN T. CUNNINGHAM**

NO ONE now connected with the administration of Rider College will ever forget the bright date: April 29, 1955. That day Rider received notice from the Middle States Association of Colleges and Secondary Schools that it had been admitted to full membership.

Perhaps that won't stir many pulses off the Rider campus. Yet the Trenton college greeted the notification with virtually the same kind of un-

paralleled joy that Ohio State reserves for Rose Bowl football bids. Middle States approval has nothing to do with athletic prowess; quite the opposite, Middle States membership puts Rider on the long list of colleges with academic fitness approved by the nation's oldest and toughest regional accrediting agency.

Most New Jersey colleges have been members of the Middle States Assn. so long that they scarcely mention it

This is the 12th of a series of articles which not only describe New Jersey's colleges and universities, but tell the story of the growth and traditions of individual colleges within the state, picture their roles in modern education and explain how they plan to meet what has been called "an impending tide of students."

Next Sunday: The first of two articles on Teachers Colleges.



Dr. Franklin F. Moore and Dr. J. Goodner Gill (left), president and vice president respectively, study school prospectus. They are sons of early owners of the Rider-Moore and Stewart School of Business.



Bearing out Rider theory that students must have broad education "for living as well as making a living," are scenes in laboratory and typing class. Latter, a non-credit course, is required of all.



(although they nevertheless perspire freely whenever the association undertakes one of its periodic reevaluations). It's like being in society's Blue Book: it's only when you're in danger of being dropped or wish to get in that you care much.

MIDDLE STATES approval blew away gray academic skies which had hung low over Rider ever since the institution became a college in 1919. Exactly 90 years old on accreditation day (having celebrated Founder's Day on April 28, 1955), Rider had spent a substantial part of its long life trying to prove it was not just another business school teaching short vocational courses in office practice.

Rider had been an out-and-out business school from 1865 until it upgraded its courses in 1919 and started granting college degrees in 1923. It had been an exceptionally good business school, too. The success of Rider graduates attested to that; New Jersey by 1923 was filled with Rider alumni who had found the key to business success at the Trenton school.

Nevertheless, Rider in 1955 found itself the proverbial prophet without honor in its home town. Trenton folk seldom stopped to consider what

sweeping changes had occurred at the East State St. college between 1919 and 1955. The job of Rider, therefore, was to prove itself to Trenton, to other colleges, and, sadly enough, to itself.

FRANKLIN FRAZEE MOORE, Rider president, recognized the earmarks of a full-blown Rider inferiority complex when he assumed the college's leadership in 1934. Now after 21 years as president, Dr. Moore recalls ruefully:

"Back in those days we had the nickname 'Flunkers' Retreat'; we really did. High school students would say, 'If your marks are too low for anywhere else, go to Rider.' Maybe they wouldn't last long, but I'm afraid it's true they could get in."

That admissions laxity stemmed from Rider's days as a privately owned, profit-making business school. Founded in 1865 as Trenton Business College, the school took its name from Andrew J. Rider, president from 1866 until 1898. The school called itself a college but it had virtually no minimum entrance requirements and, since it was run to show profits, no limitations on the numbers who registered.

Dr. Moore's father, Frank Moore, succeeded Mr. Rider as president in



On-job training featuring two of students who are receiving selling pointers from section official (center) in a Trenton department store. Fully 50 per cent of the students work way through Rider.

1898. Three years later Dr. John R. Gregg (originator of Gregg shorthand) urged Frank Moore to merge his school with the Stewart School of Business run by John E. Gill. The result was the Rider-Moore and Stewart School of Business.

MESSRS. Moore and Gill publicized their venture in handsome and wordy annual catalogues in the manner of the day. Young man and young woman, they proclaimed to anyone who could read, "we live in an age of hustle and jostle . . . a business age . . . deeds are crowding out creeds." How to succeed, the young might ask. Why, enroll at Rider-Moore & Stewart, of course, where "individual desks" did away "with the temptation to copy from one's neighbor and so keeps one self-reliant and honest."

Possibly because of their colorful advertising promotion (perhaps despite it) the business school prospered handsomely. Rider graduates found their way into burgeoning industry in Trenton and beyond. They earned respect in the State House. A Rider graduate became Woodrow Wilson's personal secretary in the White House. It wasn't hard for a Rider graduate to attain success; the difficulty was

in getting academic recognition for Rider.

By 1919, when Rider-Moore & Stewart became Rider College of Commerce and prepared to move to its new four-story building at 430 E. State St., the enterprise had trained 50,000 men and women. The 1920 catalogue boasted a total annual attendance of 2,473 "pupils" — "considerably more than in a single year ever attended Princeton University."

Not that Rider College of Commerce was any Princeton University. Young Franklin Frazee Moore learned that as he earned his B.A. degree at Princeton. He paused along his educational path to get a degree in business from Rider in 1927 and moved on to win his doctor's degree from Rutgers. The pause at Rider was significant. The younger Moore decided to stay, and when his father died in 1934 the 30-year-old Princeton graduate became president.

WINTER, 1934, struck Rider bitterly. The death of the elder Moore came in February, only weeks after the death of John E. Gill, partner since 1901. Suddenly the old ties ended. Dr. Moore as president and John G. Gill

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RIDER COLLEGE

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(son of John E.) as vice president faced great problems.

Dr. Moore first of all realized Rider College needed academic prestige before it could appeal for community aid. Naturally he turned to the Middle States Assn. for recognition. With evident coolness, Middle States replied that it had no standards for evaluating Rider, since the association admitted only liberal arts colleges. The most desirable academic lodge had no openings, in short.

Ah, then, Dr. Moore thought, we'll get recognition from the American Association of Teachers Colleges. That should have been possible, he might have reflected, since Rider in the 1930s supplied 50 per cent of all New Jersey's high school commercial teachers. The teacher association couldn't help, either; it recognized only colleges with teaching as a major emphasis.

THE years went on. Periodically Dr. Moore queried the associations; periodically they couldn't help. Then, in November 1952, the Middle States Assn. said it had opened its membership to professional schools. Would Rider be interested? Would Rider be interested!

At last Rider could gain academic distinction, except for one big IF—if the team of impartial association evaluators felt the Trenton college merited the distinction. Middle States evaluation is rugged; this is one lodge no one gets into merely by showing off well-clipped green grass and a bowl-bound football team. Emphasis is on academic worthiness.

Middle States warned Rider not to rush in foolishly where sometimes angels fear to tread. "Spend two years looking at yourself, your physical plant, your philosophy of education and how well you carry out the philosophy," the association advised.

The soul-searching started. Dr. Moore looked about him at Rider's physical facilities. The single building he had under his control when he had become president in 1921 had grown to 21, scattered in several parts of town. Not everything pleased him.

FOR one thing, the library in an old house adjacent to the main building couldn't stand an objective look. Dr. Moore moved with haste. Out of the library basement came the science laboratories and off the second floor came classrooms. They went up to refurbished buildings on N. Clinton Ave. (about three blocks from the main building) which the college had acquired in 1937. Today the library occupies the entire building and is the pride of Rider.

Entrance requirements had to be revised radically. They had been stiffening gradually, but even as late as 1950, in the midst of the great GI student bulge, nearly one student in three dropped out within a year after registering. This indicated a reasonably strict academic standard once a student was admitted, but it left only

moderate commendation for admissions procedures.

One thing in the self-study pleased Dr. Moore particularly: the fact that Rider graduates did very well in their chosen fields. An alumni survey in 1954 showed that an overwhelming majority felt Rider had prepared them adequately for their careers. Dr. Moore also took sentimental pride in the fact that so many graduates answered "Yes" to the question: "Would you send your children to Rider?"

RIDER COLLEGE administration and faculty inspected themselves intensely, revised what they could and eliminated whatever seemed patently out of step with good academic practice. Nevertheless, when the team of seven evaluators from leading Eastern universities and colleges arrived last February, Rider secretly wondered if it could possibly pass.

The evaluators looked and asked questions and took notes and inspected every nook and cranny of the college. They gave no hint of their opinions. They went away and wrote the report that landed on Dr. Moore's desk the morning of April 29, 1955. If Dr. Moore trembled as he opened the report, no one would blame him. He had stuck out the chin. He had asked for the evaluation. He had gotten it.

One sentence leaped into Dr. Moore's focus out of all the thick report:

"As nearly as outcomes of a college can be measured, the results at Rider College must be termed highly successful in relationship to the stated purposes and objectives."

Rider had made it! Dr. Moore spread the news, even as he read the rest of the sobering report. His college didn't get unmitigated praise. Indeed, the Middle States Assn. made it clear that the work had only started.

TODAY everyone at Rider talks with surprising candor about the past, the present and the future. They talk almost like a patient who has just left the doctor's office with the knowledge that he isn't nearly as badly off as he feared and yet knows he can't get fully well without careful application to doctor's orders.

Most serious question of all facing Rider College is an impending decision on whether the college will stay where it is or whether it will get out of town.

The evaluators spelled out their opinion plainly: "Rider College needs to consider carefully the advantages of constructing a new plant." A new plant, they said, would attract outside contributors, would aid in student recruitment, would lift faculty and student morale.

Rider is well aware of this. Long ago the present location proved ideal since the Pennsylvania Railroad station is nearby and hundreds of students commuted by train. The automobile has all but eliminated that once-vital commuting standby. Five years ago the college trustees looked at a site in Red Bank but found it not suited to their needs.



A section of the Moore-Gill Memorial Library which was completely refurbished in anticipation of Middle States Association evaluation. BELOW: Copy desk procedures under study in journalism class.



Soon after Rider became interested in the property of Westminster Choir College in Princeton (at a time when Westminster considered building a new campus). Trustees rejected that move. "We felt we would be always in the shadow of Princeton University," says Dr. Moore. "We would lose our identity. We would lose our commuters. We would lose the work opportunities for our students."

If Rider moves soon (and it must decide before long), Dr. Moore would like to stay in Trenton, perhaps on the outskirts. Right now there is a pressing need for a new auditorium-gymnasium. If a new site is selected, say in West Trenton, the gym would be built there and gradually the college would move out, building by building, as funds become available.

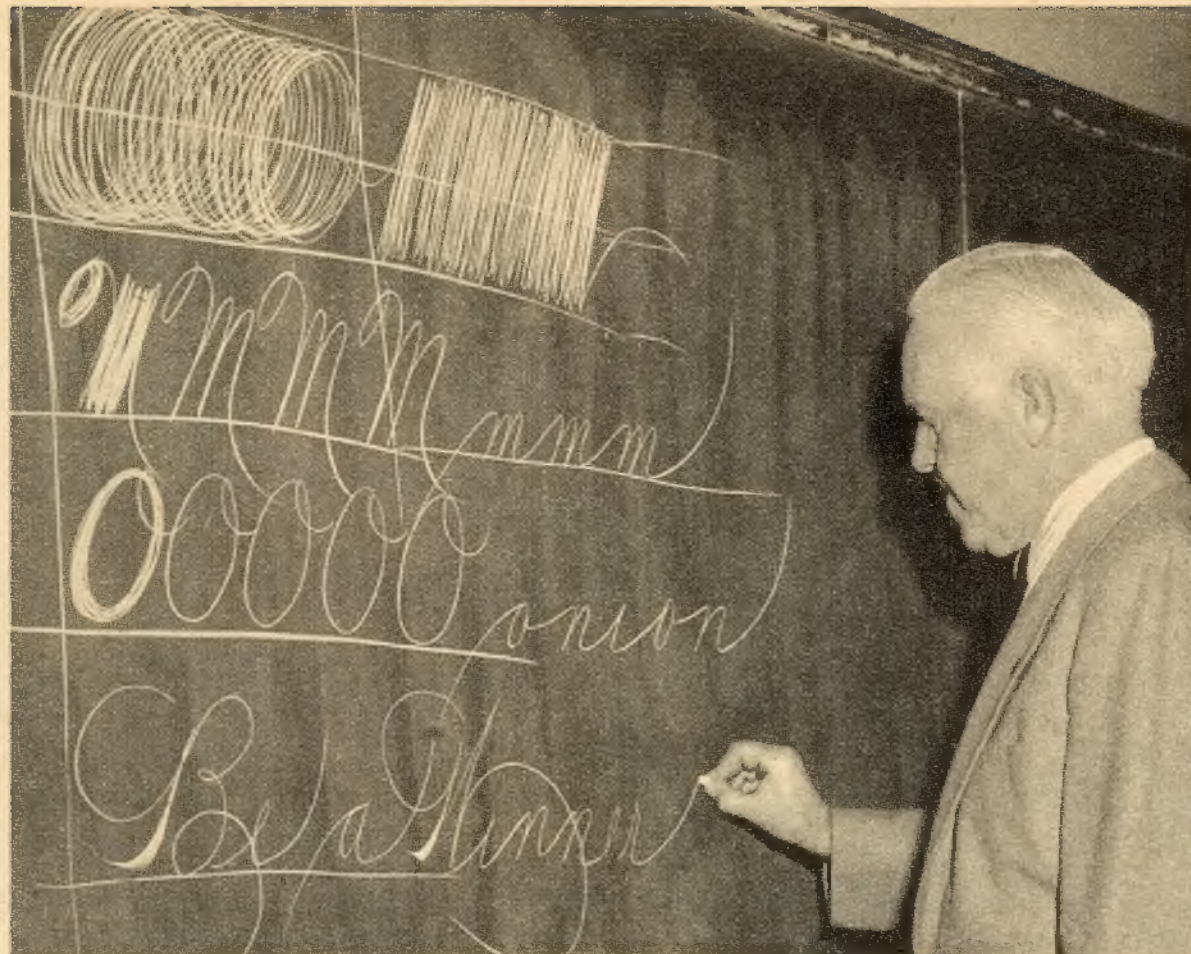
DR. MOORE agrees such slow moving would be inconvenient, but probably not much more inconvenient than the present arrangement. Now several blocks separate the main administrative area and the library and the main classroom buildings. Dormitories housing nearly 200 students are as much as a half mile away. Fraternity and sorority houses, where another

225 students live, are mainly clear across town, separated from college by the crowded state capital streets.

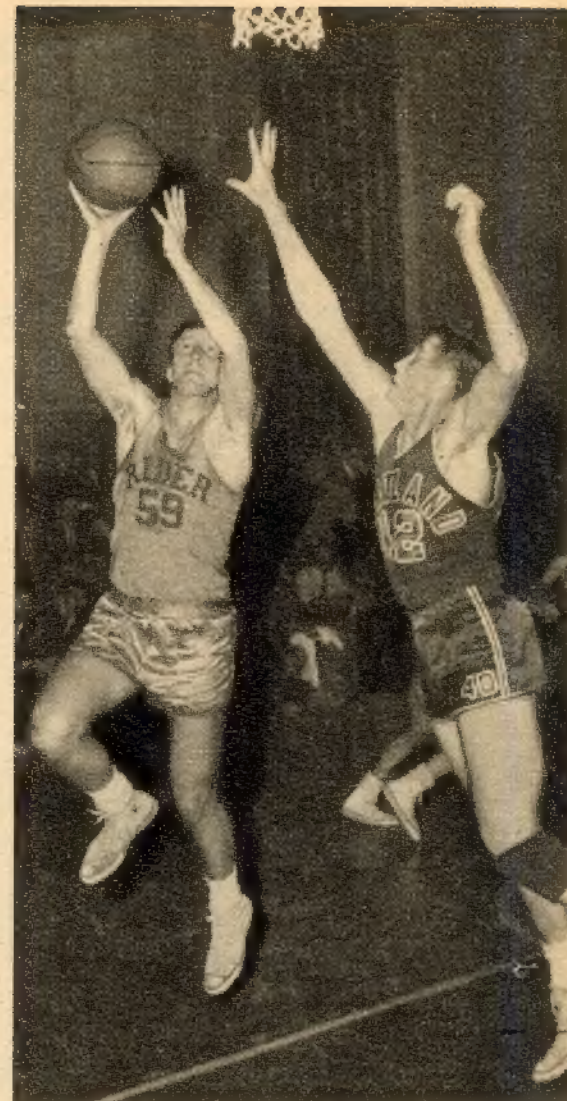
Remarkably, nonetheless, despite the widely separated buildings, student morale is visibly high. Students seem in no way put out because they must walk a few blocks, because they must trudge up as many as four flights of stairs to classes in the main building or because they must undergo inconveniences in getting from dormitories to class buildings. They are only mildly upset at practicing basketball in one rented gym and playing in another. It isn't easy, but there are compensations.

For one thing, the Rider education is good. It comes close to achieving fully its goal of "emphasizing the vocational approach, without losing sight of the fact that preparation for a profession transcends purely utilitarian goals, since all education should prepare for living as well as making a living." Who says so? That association called Middle States says so, but the education generally was good long before those kind words.

For another thing, Trenton offers excellent work opportunities. Fully 50 per cent of the 1,000 students work



Prof. Harold W. West, penmanship expert, who conducts remedial non-credit course for incoming students failing handwriting legibility test. Song fest in Zeta Mu Epsilon house and basketball squad, which is in need of gymnasium, point up campus activities.



their way through Rider, in part or entirely. Many students in junior and senior years take college-coordinated jobs with local stores or accounting firms in the winter months when store and accounting work is heaviest. The work is a practical extension of college classes, means extra money for the students and means a ready yardstick by which an employer can measure a future employee.

RIDER COLLEGE offers broad career training opportunity. It sends out young men and women qualified to teach commercial subjects in high school (about 40 per cent of such teachers in New Jersey are Rider alumni). It offers B.S. degrees in accounting, business administration, finance, journalism, secretarial science and medical secretarial science. Two-year degrees (associate in arts) are offered in business administration, secretarial science and medical secretarial science.

Important changes are in the immediate offing. Next September for the first time Rider will put its academic program on the two-semester basis which has long been traditional in most colleges. Until now a student could enter during any quarter of the calendar year, and, by going full blast for four quarters every year earn his degree in three years.

While that meant a student could get out to work a full year sooner, it wreaked havoc on student undergraduate extracurricular activity. Men and women students came and went constantly. At any given inopportune time in the middle of a season the basketball team's high scorer might finish his studies. Student groupings became impossible, because while all might be technically in a given class (say the Class of 1955), an individual might in fact finish his degree requirements at the end of any quarter and leave school.

"The pressure was tremendous," declares Dr. Moore. "Students went full pace all day, five days a week. Under the new program, patterned after most college programs, our students will have more time between classes. From the standpoint of our budget it will cut instructional costs too."

INSTRUCTIONAL costs are vital at Rider, more so than at most New Jersey colleges, because a high percentage of operating costs always have been met from student fees. In lean years (as during World War II when enrollment dipped below 100) the college could be near collapse. In fat years, as when the rush of GIs brought upward of 3,500 students to Rider in a single year, the college has been flush. In normal years, as at present, the college operates at a substantial deficit.

Moreover, additional student time via the two-semester program will have an effect on extracurricular activities. Rider maintains a full program of student activity, but with students coming and going on a quarterly basis and with scattered buildings and many commuting students, the program has suffered.

A quarter-century ago Rider sought to reach the moon of college prestige through its athletic teams coached and master-minded from 1927 to 1931 by Clair Bee. Mr. Bee "brought Rider from comparative obscurity to the heights" (as the 1930 yearbook dedicated to him declared).

Mr. Bee's 1930-31 Rider basketball team won 18 and lost 2 against the best in the East. His football team successfully met top-flight (athletically speaking) colleges. Then Long Island University beckoned and Mr. Bee went there with his fine coaching ability, his exceptional success in finding tall and muscular young men and his rare knack of getting them by the admissions office.

Today the Rider Broncs (or Rough Riders) have relatively modest success compared with Bee's days, although their athletic endeavors are much more closely attuned to the academic program. This latter will increase, since the current self-inspection has revealed that athletes in past years sometimes received more than usual scholarship assistance.

BEAR in mind that this intense self-criticism, combined with candor in talking about defects, might give an unfavorable picture of Rider. The principal point to remember is that Rider has found its defects, admits them and has moved rapidly to correct them. Not all colleges can in justice claim the same.

Possibly the one thing that Dr. Moore has realized most in the past three years is that Rider is much misunderstood. "I'm afraid," he says wistfully, "that I've been so busy building inside that I've forgotten public relations. I'm afraid far too many people still think of Rider as a gold mine for the Moores and Gills. We aren't that; the college has been nonprofit-making since 1942—and, for that matter, when I became president in 1934 Rider College had \$400,000 in debts."

When Rider flirted with Red Bank and Princeton as possible new campus sites the Trenton Chamber of Commerce acted to keep the old school in the state capital. Unfortunately, the action seemed to savor more of enthusiasm than solid financial support.

Middle States evaluators quickly caught this evident lack of solid community backing. They said, in part: "Few colleges can present a more clear-cut case for serving the business community than Rider, yet it is not raising any substantial sums for its many needs from this most appropriate source."

"Trenton apparently takes Rider College for granted. Little has been

done to rally community interest and loyalty. This is painfully evident in the fact that the college is still paying taxes (though now in litigation) on its properties."

RIDER hasn't stirred its alumni particularly, either. Of a probable 20,000 graduates, the college knows the addresses of only about 25 per cent. Some fairly recent classes have only about one in 10 graduates whose addresses are known (e.g., the Class of 1933, with 450 graduates, has only 45 names listed in the alumni files).

So, Rider is righting itself in time to meet the oncoming rush of students. By 1965, when the rush will be reaching high levels, Rider should be well set—perhaps on a new campus, certainly with rigorously tightened admission requirements, certainly with carefully planned curricula, probably with awakened community and alumni support.

Dr. Moore would like to limit future enrollment to 1,500 students, meeting the impending rush by stricter admissions requirements. "Beyond 1,500 students you lose individual contact," he points out. "I believe in devoting attention to the individual."

The individual gets such careful attention now, by the way, that every student must take entrance tests in typing and penmanship—and take typing or penmanship, or both, if he fails. There is an obvious quip at Rider to the effect that such handwriting emphasis would ruin many a good young doctor.

Ahead is a bright future for Rider College. Thanks to "A-Day" (Admittance to Middle States Day), the Trenton college is in splendid position to overhaul itself completely before a crisis catches up. The pity is that in 1934 the association couldn't have found some category in its ranks so that Rider could have derived the full benefits of self-analysis two decades sooner.